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Blue Shark Vodka names new president, Niki Bloomquist

(WRIGHTSVILLE BEACH, NC, Oct. 1, 2024) — After five years of successful business creating Carolina's favorite vodka, Blue Shark Vodka named a new president this summer.

Mark Bloomquist, Blue Shark founder, will pass the baton to wife Niki Bloomquist as he refocuses to promote the spirit's sister brand, Hacienda Chactun Tequila.

Mark said Niki has long been the face of Blue Shark Vodka and she is poised to lead as president.

"For many ABC stores, restaurants and bars, Niki is the name and face they already associate with Blue Shark Vodka as she favors in-person meetings and customer service," said Mark. "I am thrilled to see the places she can take the company our family started five years ago."

Niki brings more than 25 years of corporate sales expertise to her new role and stepped in as president earlier this summer.

"Growing 'The World's Smoothest Vodka is both challenging and fun, but we believe we have something amazing thanks to our award-winning recipe and our amazing team," said Niki. "We have focused on growing our sales one step at a time, ensuring we can grow sustainably and with deep roots in our community. I look forward to sharing our family's vodka with the Carolinas and with the rest of the country as we continue to look to the future."

About Blue Shark Vodka

Made with non-GMO North Carolina sweet corn, Blue Shark Vodka is a family-owned spirits company on a mission to preserve and protect the sharks swimming up the Carolina coast and beyond. The sweet corn mash that goes into each small batch of vodka is behind the success of it being The World's Smoothest Vodka®.

Blue Shark Vodka is currently available in all North Carolina ABC stores, in select South Carolina and California stores.

Learn more at BlueSharkVodka.com.

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